

IN THE CLAIMS

Please amend the claims as follows.

1. (Currently amended) A display rack structure comprising:

a first rack subassembly [assembly] having a pair of first front positioned upright support members and a pair of first rear positioned upright support members, said first [unit] rack subassembly being adapted to rest upon a supporting floor surface and having a first plurality of shelf members attached to at least certain of said first upright support members, said first shelf members being carried in vertically spaced relationship, said shelf members being inclined downwardly in a direction from the respective first rear support members to the respective first front support members or oriented generally horizontally and having generally upwardly facing product supports;

a second rack subassembly [assembly] having a pair of second front positioned upright support members and a pair of second rear positioned support members, said second unit being [adaptable] adapted to be supported by said first [unit] rack subassembly in an elevated position superimposed on said first [unit] rack subassembly and having a plurality of second shelf members attached to at least certain of said second upright support members with said second shelf members being carried in vertically spaced relationship in said second rack subassembly, said second shelf members being inclined downwardly in a direction from the second rear support members to the second front support members or oriented generally horizontally and having generally upwardly facing product supports; and

connectors cooperating with at least some of said first and second upright support members for removably attaching said second rack subassembly [unit] to said first rack

subassembly [unit][; and], said first and second rack subassemblies being separate from one another for shipping.

[a plurality of shelf members attached to each of said first and second units, with a plurality of shelf members being carried in vertically spaced relationship by each of said first unit and said second unit forming first and second rack subassemblies respectively, said shelf members being inclined downwardly in a direction from the respective rear support members to the respective front support members or oriented generally horizontally and having generally upwardly facing product supports.]

2. (Currently amended) The display rack structure as set forth in claim 1 wherein said connectors include a plurality of stakes associated with at least some of said first upright support members and a plurality of receiving sockets associated with at least some of said second upright support members, each of said stakes being insertably receivable within a corresponding socket when said second rack subassembly is supported by said first rack subassembly.

3. (Currently amended) The display rack structure as set forth in claim 1 wherein said connectors include a plurality of stakes associated with at least some of said second upright support members and a plurality of receiving sockets associated with at least some of said first upright support members, each of said stakes being insertably receivable within a corresponding socket when said second rack subassembly is supported by said first rack subassembly.

4. (Currently amended) The display rack structure as set forth in claim 1 including a header assembly for displaying indicia thereon, said header assembly including a plurality of connector members, said connector members being cooperatively engageable with at least some of said second upright support members for removably supporting said header assembly on top of said second rack subassembly.

5. (Currently amended) The display rack structure as set forth in claim 4 wherein the connector members associated with said header assembly include a plurality of sockets, said sockets being [adaptable] adapted for receiving a corresponding stake associated with one end portion of at least some of said second upright support members.

6. (Currently amended) The display rack structure as set forth in claim 4 wherein said header assembly includes at least one display panel removably mountable thereto, said display panel having indicia thereon.

7. (Currently amended) The display rack structure as set forth in claim 1 wherein at least one of said plurality of shelf members includes a product organizer member which defines a plurality of product receiving channels associated with said shelf member, said product organizer member forming a product retention opening at the front of each product channel, said product retention openings having a dimension less than the width of a respective product channel.

8. (Currently amended) The display rack structure as set forth in claim 1 wherein at least some of said plurality of shelf members include first and second members, said first member including a product support surface and said second member including spaced wire members forming guide rails for guiding products positioned therebetween, said second member being removably [attached] attachable to said first member.

9. (Currently amended) The display rack structure as set forth in claim 1 wherein said display rack includes opposed front and rear portions and opposed side portions, said plurality of shelf members associated with said first and second [units] rack assemblies being positioned so as to present products in a front-to-rear orientation, said display rack further including a plurality of side shelf members removably [attached] attachable to at least some of said plurality of first and second upright support members, said side shelf members being

attachable to the side portion of said display rack and presenting products in a side-to-side orientation.

10. (Currently amended) The display rack structure as set forth in claim 9 wherein at least one of said side shelf members is removably [attached] attachable in a cantilever manner.

11. (Currently amended) The display rack structure as set forth in claim 1 wherein said first rack subassembly [unit] includes brace members secured to and extending by and between said first rear positioned upright support members associated with the rear portion thereof to reduce side-to-side flexing of said display rack.

12. (Currently amended) A display rack structure comprising:
a plurality of subassemblies, each subassembly including a plurality of front positioned and rear positioned upright support members and a plurality of shelf members attached to respective said upright support members, one of said plurality of subassemblies being stackably attachable to another one of said plurality of subassemblies;

each of said upright support members associated with one of said subassemblies having opposed end portions, one end portion of each of said upright support members of said one of said subassemblies including a stake member and the opposite end portion of each of said upright support members of said one of said subassemblies including a socket, the stake members associated with the upright support members of said one of said subassemblies being cooperatively receivable within the sockets associated with the upright support members of another one of said subassemblies; and

said plurality of shelf members associated with each of said subassemblies being in vertically spaced relationship, each of said shelf members being removably attached to the corresponding upright support members associated with each of said subassemblies, said shelf

members being attached in either a gravity feed orientation or a substantially horizontal orientation with a generally upwardly facing product support.

13. (Currently amended) The display rack structure as set forth in claim 12 wherein each of said plurality of shelf members includes a product organizer member removably attached thereto, said product organizer member including a plurality of wire members, at least some of said wire members defining product receiving channels for guiding products therebetween, at least some of said wire members defining a product retention gate opening at the front of [each] a respective product channel, each gate opening [being] having a width dimensioned so as to hold product containers within the corresponding product channel when said shelf members are oriented in a gravity feed orientation.

14. (Currently amended) The display rack structure as set forth in claim 12 including a plurality of side shelf members, each side shelf member being removably [attached] attachable to at least some of said upright support members associated with each of said subassemblies.

15. (Currently amended) The display rack structure as set forth in claim 14 wherein each of said side shelf members include at least one bracket member, said at least one bracket member enabling said side shelf members [being] to be attached to at least some of said upright support members in a cantilever fashion.

16. (Currently amended) The display rack structure as set forth in claim 12 wherein one of said subassemblies is adapted to rest upon a supporting floor surface.

17. (Currently amended) The display rack structure as set forth in claim 12 including a header assembly mounted on a top positioned subassembly for carrying advertising indicia on the header assembly.

18. (Currently amended) A display rack structure comprising:

a base unit subassembly having front, rear and opposed side portions and including a plurality of front and rear positioned upright support members, said base unit subassembly including a plurality of shelf members carried by the base unit subassembly upright support members and being positioned in one of a generally horizontal or gravity feed orientation, said base unit subassembly being adapted to rest upon a supporting floor surface;

an upper unit subassembly having front, rear and opposed side portions and including a plurality of front and rear positioned upright support members, said upper unit subassembly including a plurality of shelf members carried by the upper unit subassembly upright support members and being positioned in one of a generally horizontal or gravity feed orientation, said upper unit subassembly being [adaptable] adapted for cooperative engagement with the base unit subassembly on top of said base unit subassembly;

a header assembly having a plurality of support members associated therewith, said support members being cooperatively engageable with upper end portions of at least some of said plurality of upper unit subassembly upright support members, said header assembly including at least one removable panel for displaying advertising indicia thereon;

each of said shelf members including a removably attached product organizer member which cooperates with said shelf member to align and guide products supported by said shelf members and having a generally upwardly facing product support; and

at least one side shelf member removably [attached] attachable to a side portion of at least one of said base unit subassembly and said upper unit subassembly [said at least one side shelf member being removably attached to a side portion of said base unit and said upper unit].

19. (Currently amended) The display rack structure as set forth in claim 18 wherein the upper end portions of the plurality of base unit subassembly upright support members include stake members, and wherein the lower end portions of the plurality of upper unit subassembly

upright support members include receiving sockets, the stake members associated with said base unit subassembly being cooperatively receivable within the receiving sockets associated with said upper unit subassembly.

20. (Currently amended) The display rack structure as set forth in claim 18 wherein the upper end portions of the plurality of base unit subassembly upright support members include receiving sockets, and wherein the lower end portions of the plurality of upper unit subassembly upright support members associated with said upper unit subassembly include stake members, the stake members associated with said upper unit subassembly being cooperatively receivable within the receiving sockets associated with said base unit subassembly.

21. (Currently amended) The display rack structure as set forth in claim 18 wherein the upper end portions of the plurality of upper unit subassembly upright support members include stake members, and wherein the lower portions of the plurality of upright support members associated with said header assembly include receiving sockets, the stake members being cooperatively receivable within the receiving sockets of said header assembly.

22. (Currently amended) The display rack structure as set forth in claim 18 wherein the upper end portions of the plurality of upper unit subassembly upright support members include receiving sockets, and wherein the lower portions of the plurality of header assembly upright support members include stake members, the stake members being cooperatively receivable [received] within the receiving sockets.

23. (Currently amended) The display rack structure as set forth in claim 18 wherein said side shelf members are mountable [mounted] in a cantilever manner with respect to the side portions of said base unit subassembly and said upper unit subassembly.

24. (Currently amended) The display rack structure as set forth in claim 18 wherein said header assembly is substantially rectangular in shape, said header assembly being

[adaptable] adapted to removably receive a display panel on each side of said rectangular configuration.

25. (Currently amended) The display rack structure as set forth in claim 18 wherein said base unit subassembly includes at least one brace member secured to the rear portion thereof to reduce side-to-side flexing of said display rack when said upper unit subassembly and said header assembly are attached thereto.

26. (New) The display rack structure of claim 1 wherein said shelf members include a rack member forming an upwardly facing product support service, and further including an organizer member releasably attached to the rack member through cooperative latch devices operably connecting the organizer member to the a respective rack member.

27. (New) The display rack structure as set forth in claim 26 wherein said cooperative latch devices include transversely extending rail members each secured to a respective organizer member or rack member whereby interengagement between the transversely extending rail members retains an organizer member to a respective rack member in a resilient manner.

28. (New) The display rack structure of claim 12 wherein said shelf members include a rack member forming an upwardly facing product support service, and further including an organizer member releasably attached to the rack through cooperative latch devices operably connecting the organizer member to a respective rack member.

29. (New) The display rack structure as set forth in claim 27 wherein said cooperative latch devices include transversely extending rail members secured to each of the organizer member or rack member whereby interengagement between the transversely extending rail members retains an organizer member to a respective rack member in a resilient manner.

30. (New) The display rack structure of claim 18 wherein said shelf members include a rack member forming an upwardly facing product support surface, and further including an organizer member releasably attached to the rack member through cooperative latch devices operably connecting the organizer member to a respective rack member.

31. (New) The display rack structure as set forth in claim 30 wherein said cooperative latch devices include transversely extending rail members secured to each of the organizer or rack whereby interengagement between the transversely extending rail members retains an organizer member to a respective rack member in a resilient manner.